

## Message Text

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INFO USDOC WASHDC

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SUBJECT: FY'76 TRADE PROMOTION EVENT PROGRAM

REF: A) STATE 053231 OF 3/10/75, B) USDOC 4042 OF 3/14/75  
C) TAIPEI A-35 OF 2/24/75, D) TAIPEI A-58 OF 3/12/75

SUMMARY: TO ALLOW PRELIMINARY EVALUATION OF PRODUCT THEMES' RECEPLDON ON ROC MARKET, EMBASSY RECOMMENDS OIM REINSTATE INTO FY'76 TRADE PROMOTION PROGRAM (IN ORDER OF PRIORITY) FOLLOWING EVENTS: 1) POLLUTION CONTROL EQUIPMENT TRADE MISSION; 2) COMMUNICATIONS EQUIPMENT CATALOG SHOW; AND 3) EDUCATIONAL TRAINING AIDS CATALOG SHOW.

1. WHILE EMBASSY UNDERSTANDS BUDGETARY CONSTRAINTS MENTIONED IN REF A), IT ALSO WISHES TO MAINTAIN EFFECTIVE TRADE PROMOTION PROGRAM IN ROC. T.C. TAIPEI NOW CONDUCTING MARKET RESEARCH ON WIDE VARIETY OF PRODUCT THEMES TO DETERMINE U.S. MANUFACTURED EQUIPMENT SALES POTENTIALS IN ROC AND TO IDENTIFY MARKETS IN ROC FOR THIS EQUIPMENT. ONCE MARKETS FOR EQUIPMENT WITH HIGH SALES POTENTIAL ARE IDENTIFIED, T.C. PLANS INTENSIVE THREE STAGE CAMPAINGS (OUTLINED IN FY'76 AND FY'77 CCP SUBMISSIONS) TO PROMOTE PRODUCT THEMES OVER 3-4 YEARS. EMBASSY VIEWS CATALOG SHOWS AND TRADE MISSIONS AS FIRST STAGES OF PROMOTIONAL CAMPAIGN WHERE EQUIPMENT IN A PRODUCT THEME FACES PRELIMINARY TEST ON ROC MARKET. AT THIS STAGE IF MARKET DEMAND AND ACTUAL SALES MEET OR EXCEED EXPECTATIONS AS SET BY MARKET RESEARCH,  
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THEN PRODUCT THEME MAY BE JUDGED TO MERIT FURTHER PROMOTION BY

JEEP AND FULL TRADE CENTER EXHIBITION.

IF THE TRADE MISSION OR CATALOG SHOW INDICATES, CONTRARY TO EXPECTATIONS SET BY MARKET RESEARCH, THAT EQUIPMENT HAS LITTLE ACTUAL SALES POTENTIAL IN ROC MARKET, THEN EMBASSY/OIM WILL BE SIGNALLED TO RECONSIDER FURTHER PROMOTIONAL CAMPAIGN ACTIVITIES. HOWEVER, ONCE SUCH A "TEST" PROMOTIONAL EVENT ON A PRODUCT THEME IS ELIMINATED

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THE OPPORTUNITY TO JUDGE IN A PRELIMINARY FASHION THE SALES POTENTIALS  
OF THAT PRODUCT THEME AT THE JEEP OR EXHIBITION STAGE IS ALSO ELIMINATED.

2. EMBASSY IS RESPONSIBLE FOR PROMOTING SALES OF AMERICAN MANUFACTURED PRODUCTS THROUGHOUT TAIWAN. KAOHSIUNG, TAIWAN'S SECOND LARGEST CITY IN SOUTHERN PART OF ISLAND, IS LOCATION OF COUNTRY'S HIGHEST CONCENTRATION OF HEAVY INDUSTRIES. EMBASSY FINDS TRADE MISSIONS AND CATALOG SHOWS MOST EFFECTIVE MEANS OF ACTUALLY TESTING SALES POTENTIALS THERE FOR PRODUCT THEMES. SUCCESS OF SUCH EVENTS WEIGH HEAVILY IN POST RECOMMENDATIONS FOR OFFSITE JEEPS AND EXHIBITIONS IN KAOHSIUNG. IN CASE OF JANUARY, 1975 POLLUTION CONTROL CATALOG DISPLAY HELD TAIPEI AND KAOHSIUNG FOR INSTANCE, GOOD ATTENDANCE, REQUESTS FOR CATALOGS AND AGENCY INQUIRIES (REF:C) SUGGEST POLLUTION CONTROL EQUIPMENT TRADE MISSION WILL ALSO BE WELL RECEIVED IN KAOHSIUNG MARKET, AND THAT OFFSITE POLLUTION CONTROL JEEP AND/OR EXHIBITION SHOULD BE PLANNED FOR THAT AREA.

3. TECHNIQUE OF PROMOTING PRODUCT THEME THROUGH STAGES OF SEMINAR, TRADE MISSION, CATALOG SHOW, JEEP AND EXHIBITION APPEARS PRODUCTIVE IN THIS MARKET. IN JULY, 1974, T.C. STAGED PRINTING AND GRAPHIC ARTS CATALOG DISPLAY. SEVENTEEN PARTICIPANTS IN THAT DISPLAY LATER EXHIBITED AT "PRINT 75" IN JANUARY, 1975. DURING "PRINT 75" ONE OF THESE 17 FIRMS FINALIZED A CONTRACT WITH AN AGENT CONTACT DEVELOPED DURING THE JULY, 1974 CATALOG DISPLAY. (REF: D)  
CONCLUSION: IN ORDER TO COMPILE ADEQUATE RESEARCH ON MARKETS IN ROC FOR U.S. MANUFACTURED POLLUTION CONTROL EQUIPMENT, COMMUNICATIONS EQUIPMENT AND EDUCATIONAL TRAINING AIDS, AND TO HAVE OPPORTUNITY TO EVALUATE PRELIMINARY SALES POTENTIALS OF THIS EQUIPMENT,  
EMBASSY URGES FOLLOWING EVENTS BE REINSTATED INTO FY'76 TRADE  
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PROMOTION PROGRAM (IN ORDER OF PRIORITY): 1) POLLUTION CONTROL EQUIPMENT TRADE MISSION; 2) COMMUNICATIONS EQUIPMENT CATALOG SHOW; AND 3) EDUCATIONAL TRAINING AIDS CATALOG SHOW.  
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